

Customer Analytic PRO

User Guide



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Customers Now Online

Search, 69 notifications, elena.kulbich

Filters, Default View, Columns, 20 per page, 1 of 1

1 records found

ID	First Name	Last Name	Email	Last Activity	Type
1030	Lenta	Lentochka	kulbich@gmail.com	Jul 18, 2019 2:56:10 PM	Customer

Customers Now Online (by default)



Customers Now Online

Search, 11 notifications, admin

Active Carts Value	Item Quantity	Active Carts	Current Checkouts
\$299.60	4	2	0

Filters, Default View, Columns

Refresh | Auto Refresh with interval 10 seconds Enable

4 records found

20 per page, 1 of 1

Email	Last Activity	Session Start Time	Shopping Type	Country	Name	Last URL	Cart Value	Qty Items	IP Address	Type	Action
	Feb 11, 2020 12:01:34 PM	Feb 11, 2020 12:01:34 PM	Browsing		Guest		\$0.00	0.0000	149.154.161.6	Visitor	Empty Cart
	Feb 11, 2020 12:02:25 PM	Feb 11, 2020 12:01:52 PM	Browsing		Guest	/elisa-evercool-trade-tee.html	\$0.00	0.0000	217.122.206.138	Visitor	Empty Cart
	Feb 11, 2020 12:00:25 PM	Feb 11, 2020 12:00:19 PM	Active Cart		Guest	http://mb-21.eltrino.com/lifelong-fitness-iv.html	\$14.00	1.0000	217.122.206.138	Visitor	Show Cart
	Feb 11, 2020 12:00:57 PM	Feb 11, 2020 11:02:20 AM	Active Cart		Guest	/antonia-racer-tank.html	\$285.60	7.0000	217.122.206.138	Visitor	Show Cart

Customers Now Online (Customer Analytic Pro)

VIEW

Customers → Now Online

Active Carts Value - the total amount of merchandise in all active shopping carts.

Item Quantity - the total number of items in active shopping carts.

Active Carts - the total number of active shopping carts.

Current Checkouts - current number of customers in the checkout process.

MARKETING
CONTENT
REPORTS
STORES
SYSTEM
FIND PARTNERS & EXTENSIONS

Filters | Default View | Columns

Refresh | Auto Refresh with interval 10 seconds Enable

4 records found | 20 per page | 1 of 1

Email	Last Activity	Session Start Time	Shopping Type	Country	Name	Last URL	Cart Value	Qty Items	IP Address	Type	Action
	Feb 11, 2020 12:01:34 PM	Feb 11, 2020 12:01:34 PM	Browsing		Guest		\$0.00	0.0000	149.154.161.6	Visitor	Empty Cart
	Feb 11, 2020 12:02:25 PM	Feb 11, 2020 12:01:52 PM	Browsing		Guest	/elisa-evercool-trade-tee.html	\$0.00	0.0000	217.122.206.138	Visitor	Empty Cart
	Feb 11, 2020 12:00:25 PM	Feb 11, 2020 12:00:19 PM	Active Cart		Guest	http://mb-21.eletrino.com/lifelong-fitness-iv.html	\$14.00	1.0000	217.122.206.138	Visitor	Show Cart
	Feb 11, 2020 12:00:57 PM	Feb 11, 2020 11:02:20 AM	Active Cart		Guest	/antonia-racer-tank.html	\$285.60	7.0000	217.122.206.138	Visitor	Show Cart

VIEW

Customers → Now Online

Customer Analytic Pro also adds new columns to the grid

Session Start Time - shows time when visitor or customer starts the session. Comparing to the Last Activity time it shows duration of the session. It helps to understand better customer behavior. For instance, if sessions with the same product in carts take more time then in average for other similar product, so maybe the product description isn't clear enough or customers need to compare product with similar option.

Shopping Type - this field defines the type of activity for the online customer (browsing, active cart, checkout)

Country - display information about the country and the city, a user who came to your site

Shopping Type	Country	Name	Last URL	Cart Value	Qty Items ↓	IP Address	Type	Action
Browsing		Guest	/customer/account/createpost/	\$0.00	0.0000	217.122.206.138	Visitor	Empty Cart
Active Cart		Lena K	http://mb-21.eltrino.com/circe-hooded-ice-fleece.html	\$68.00	1.0000	217.122.206.138	Customer	Show Cart

VIEW

Customers → Now Online

Customer Analytic Pro also adds new columns to the grid

Name - first and last name of the customer (only for registered customers)

Last URL - page where is customer or visitor

Cart Value - the total amount of merchandise added to the shopping cart

Qty items - the total number of items in the shopping cart

IP Address

Type - Visitor / Customer

Action - Empty Cart / Show Cart Button (if products are already in the cart)

Item Quantity
4

Active Carts
2

Current Checkouts
0

Filters

Default View

Columns

Enable

20 per page

1 of 1

	Shopping Type	Country	Name	Last URL	Cart Value	Qty Items ↓	IP Address	Type	Action
11:34 PM	Browsing		Guest		\$0.00	0.0000	149.154.161.6	Visitor	Empty Cart
11:52 PM	Browsing		Guest	/elisa-evercool-trade-tee.html	\$0.00	0.0000	217.122.206.138	Visitor	Empty Cart
11:19 PM	Active Cart		Guest	http://mb-21.eltrino.com/lifelong-fitness-iv.html	\$14.00	1.0000	217.122.206.138	Visitor	Show Cart
11:20 AM	Active Cart		Guest	/antonia-racer-tank.html	\$285.60	7.0000	217.122.206.138	Visitor	Show Cart

VIEW

Customers → Now Online → Show Cart

Show Cart allows viewing the cart of customer who has proceeded to checkout. It shows Product Names, SKUs, Quantity, Price and product URLs

Task: Update attributes for 2 selected products : 1 item(s) have been scheduled for update. [View Details](#) System Messages: 3

Customers Now Online

Active Carts Value: \$280.80 Item Quantity: 4 Active Carts: 2 Current Checkouts: 0

Auto Refresh with interval seconds

2 records found 20 per page 1 of 1

Email	Last Activity	Session Start Time	Shopping Type	Type	Country	Name	Last URL	Cart Value	Qty Items	IP Address	Action
	Feb 5, 2020 11:50:26 AM	Feb 5, 2020 11:50:24 AM	Active Cart	Visitor		Guest	/customer/section/load/	\$116.00	5.0000	217.122.206.138	Show Cart
	Feb 5, 2020 11:48:52 AM	Feb 5, 2020 11:48:11 AM	Active Cart	Visitor		Guest	/customer/section/load/	\$164.80	8.0000	217.122.206.138	Show Cart

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CONFIGURATION

Customers → Now Online

Press Refresh button to watch customers in real time

Also merchants can setup interval for Auto Refresh of data about Online Customers.

There are 3 updating options available:
10 seconds, 20 seconds, 30 seconds

The screenshot shows the Magento Configuration interface. On the left is a vertical sidebar with navigation icons for Dashboard, Sales, Catalog, Customers, Marketing, Content, Reports, Stores, System, and Find Partners & Extensions. The main header is 'Configuration' with a search icon, a notification bell with '10', and a user profile 'admin'. Below the header, there's a 'Store View' dropdown set to 'Default Config' and a 'Save Config' button. The main content area is titled 'Settings' and contains a list of configuration categories: GENERAL, CATALOG, SECURITY, CUSTOMERS, and ELTRINO EXTENSIONS. The 'ELTRINO EXTENSIONS' category is expanded, and 'Customer Analytic' is highlighted with a red box. Below this, there are three settings sections: 'Check for old data' (set to 'Yes'), 'List of bots', and 'List of IPs'. Each section has a text area for configuration and a brief explanation of its function.

CONFIGURATION

Stores → Settings → Configuration → Eltrino Extensions → Customer Analytic → Settings

To set up a proper view of Customers Now Online it's possible to turn on (turn off) checking for old data in Magento database. Fulfill the List of bots (User Agent names) to sift out relevant from irrelevant data.

Fulfill List of IPs - these IP addresses are going to be designated as bots. Both specific IP addresses as well as subnet masks (x.x.x.x/x) can be specified in this list.